PUBLIC SERVICE ANNOUNCEMENT

Date: June 18, 2012

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SEVENTH ANNUAL NATIONAL DUMP THE PUMP DAY TO BE HELD ON JUNE 21
Dump the Pump. Save Money. Ride Transit.

SANTA FE, NM -- The North Central Regional Transit District (NCRTD) announced today that on Thursday, June 21 it will join the American Public Transportation Association (APTA), in partnership with The Sierra Club, The Natural Resources Defense Council (NRDC), and public transportation systems across the country as they celebrate the 7th Annual National Dump the Pump Day.

In these tough economic times with high gas prices, everyone is looking for a way to save money and National Dump the Pump Day encourages people to ride public transportation (instead of driving), save money and help promote cleaner air. The slogan of this year's National Dump the Pump Day is "*Dump the Pump. Save Money. Ride Transit.*"

The NCRTD has initiated an awareness campaign on its website www.ncrtd.org to inform visitors of what Dump the Pump can mean to them. The site features links to a Fuel Savings Calculator and a Carbon Savings Calculator that allows one to determine how much of each can be saved/reduced by riding public transportation.

According to the latest APTA Transit Savings Report, individuals in a two-person household can save an average of more than $10,000 annually by downsizing to one car.

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The North Central Regional Transit District provides free bus service connecting communities and pueblos throughout the counties of north central New Mexico including Los Alamos, Rio Arriba, Santa Fe and Taos. The company's signature RTD Blue Buses provide additional connections to New Mexico Rail Runner, Santa Fe Trails, New Mexico Park and Ride, Los Alamos Atomic City Transit, Taos Chili Line and Red River Miner's Transit. All of its buses are equipped with bike racks and are ADA accessible. For route and schedule information, log onto www.ridethebluebus.com or call toll free 1-866-206-0754.

WHAT: 7th Annual National Dump the Pump Day

WHERE: at NCRTD and transit agencies nationwide

WHEN: Thursday, June 21, 2012

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